



MINUTES

**SPECIAL CALLED MEETING
TOURISM ADVISORY BOARD
WEDNESDAY, AUGUST 6, 2014 AT 6:30 PM
City Council Chambers. Building Four
450 Cypress Creek Road, Cedar Park, Texas 78613**

BOARD MEMBERS

- | | |
|---|---|
| <input checked="" type="checkbox"/> Mel Kirkland, Place Seven, Chair | |
| <input checked="" type="checkbox"/> Robert Schoen, Place One, Secretary | <input checked="" type="checkbox"/> Wayne Brooks, Place Four |
| <input checked="" type="checkbox"/> Matthew Olguin, Place Two, Vice Chair | <input checked="" type="checkbox"/> Rick McLaughlin, Place Five |
| <input checked="" type="checkbox"/> Lisa Star, Place Three | <input checked="" type="checkbox"/> Troy Storm, Place Six |

- A. **CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.**
Chairman Kirkland called the meeting to order at 6:30 PM with all seven members present.
- B. **Board Members Opening Comments.** *None*
- C. **Citizen Communications.** *None*
- D. **Consider Approval Of Minutes Of The Tourism Board Meetings.**
a) July 9, 2014 Special Called Meeting.
MOTION: Board Member Storm made a motion to approve the minutes of the July 9, 2014 special called Tourism Advisory Board meeting as presented. Board Member Brooks seconded the motion. The Motion passed unanimously 7-0.
- E. **Consider Financial Report – Aaron Rector, Assistant Finance Director**
a) Review of 2014-2015 Projected Revenues, Expenditures And Fund Balance.
Aaron Rector, Assistant Finance Director provided The Board with an update regarding projected revenues, expenditures and fund balance. He noted that the Tourism Department FY15 budget will increase \$25,000 from FY14 budget for a total of \$500,000. He also noted that there are savings in expenditures which will result in an increase to fund balance. Year in projections are trending towards \$525,000. He advised that costs were cut by 17.3% for marketing services due to moving all services under one contract. Marketing and advertising will increase 75.8% due to moving contingency funds into marketing and advertising. Fund balance is projected to increase from \$1,077,169 to \$1,134,319.

F. Discussion and Possible Action

Consider 2014-2015 Hotel Occupancy Tax Projects And Programs

- a) Consider Project Funding Applications For Budget Year 2014 – 2015
- vi) Cedar Park Chamber Of Commerce (Cedar Fest) In The Amount Of \$10,000.
Tony Moline, Cedar Park Chamber President, advised The Board that last year the Chamber received \$5,000 for marketing efforts. Their request this year is for \$10,000 for marketing, advertising and promotion. He said forty-four rooms were booked last year; many contestants and judges came from over 150 miles away. 51 teams competed with approximately four people per team. Cedar Fest is held in conjunction with Heritage Festival as well as it is a Kansas City Barbeque Society sanctioned event.
MOTION: Board Member McLaughlin made a motion to approve the request from the Cedar Park Chamber of Commerce in the amount of \$10,000 for Cedar Fest. Secretary Schoen seconded the motion. The Motion passed unanimously 7-0.
- b) Consider 2014-2015 Program Funding Requests
- i) Rhyme And Reason Marketing Services In The Amount Of \$33,000.
Katie Krampitz, Tourism Services Manager, provided The Board with information regarding the proposal from Rhyme and Reason Marketing services in the amount of \$33,000. She noted that the quality and pricing of the work and services provided has been satisfactory. She also advised that there has been significant savings by having all services provided by one company.
MOTION: Board Member McLaughlin made a motion to approve the proposal from Rhyme and Reason Marketing services in the amount of \$33,000. Board Member Brooks seconded the motion. The Motion passed unanimously 7-0.
- ii) Advertising/Marketing Schedule In The Amount Of \$105,000.
Katie Krampitz, Tourism Services Manager, provided The Board with information regarding the 2014-2015 Marketing and Advertising budget in the amount of \$140,000. The additional \$35,000 is included for a sponsorship of The Austin Aces. Board Member McLaughlin advised that the \$35,000 be moved into contingency pending a project application request from The Austin Aces.
MOTION: Vice Chair Olguin made a motion to approve the Advertising and Marketing schedule in the amount of \$105,000, with the additional \$35,000 being moved into contingency pending review and a possible project application request from The Austin Aces. Board Member Storm seconded the motion. The Motion passed unanimously 7-0.
- iii) Redesign Of History Website In The Amount Of \$14,500.
Katie Krampitz, Tourism Services Manager, advised that the history website costs will be taken out of FY13 and not FY14. The project was put out for bid and the total amount will be significantly lower at approximately \$7,750.
MOTION: Board Member McLaughlin made a motion to remove the Redesign of History Website in the amount of \$14,500 from the FY14 budget and into contingency. Board Member Star seconded the motion. The Motion passed unanimously 7-0.

F. Discussion and Possible Action

Consider 2014-2015 Hotel Occupancy Tax Projects And Programs

- a) Consider Project Funding Applications For Budget Year 2014 – 2015
- ii) Rouse HS Volleyball Tournament In The Amount Of \$10,000.
Duane Smith, Community Development and Tourism Manager noted that the tournament is now the second largest high school girls' volleyball tournament in the

state. 48 teams are registered for this year's tournament; he advised that the economic impact of the tournament has been highly successful each year.

MOTION: Secretary Schoen made a motion to approve the request from the Rouse High School Volleyball Tournament in the amount of \$10,000. Vice Chair Olguin seconded the motion. The Motion passed unanimously 7-0.

vii) *Austin Toros In The Amount Of \$20,000.*

Duane Smith, Community Development and Tourism Manager reminded The Board of the previous presentation made by Perri Travillion, Media and Community Responsibility Manager of The Austin Toros. Travillion said the funds will allow The Toros to develop a comprehensive plan to expand and layer their advertising and marketing efforts. Essentially the funds will provide an opportunity to expand the Austin Toros brand. She noted that at each of the 24 home games, each away team occupies eight to ten Cedar Park hotel rooms, resulting in approximately 480 room nights booked throughout the season. Additional Cedar Park rooms are also utilized throughout training camp resulting in a total of approximately 600 room nights. She noted that attendance has improved each season.

MOTION: Board Member McLaughlin made a motion to approve the proposal from The Austin Toros in the amount of \$20,000. Board Member Brooks seconded the motion. The Motion passed unanimously 7-0.

iii) *Austin Steam Train Association In The Amount Of \$42,500.*

Secretary Schoen recused himself from all discussion on item iii. Duane Smith, Community Development and Tourism Manager reminded The Board of the previous presentation made by Paul Phelan, General Superintendent for The Austin Steam Train Association presented an overview of the request. \$27,500 of the requested funds would be used to restore a 1940s rail car to its original condition. The car would then be a designated concession car which would be in regular service on every flyer. He also noted that the car would be named "Cedar Park". He said they hope to have the car up and running sometime next year. In addition, ASTA is also requesting an additional \$15,000 for marketing and advertising for a total of \$42,500.

MOTION: Secretary Olguin made a motion to approve the proposal from The Austin Steam Train in the amount of \$42, 500. Board Member Storm seconded the motion. The Motion passed 6-0 with Secretary Schoen being absent.

i) *Cheer America Capital Cup In The Amount Of \$15,000.*

Board Member McLaughlin recused himself from all discussion on item i. Duane Smith, Community Development and Tourism Manager reminded The Board that they have already approved this project last summer. It was approved in advance to allow Cheer America to negotiate with The Cedar Park Center.

MOTION: Secretary Schoen made a motion to approve the proposal from Cheer America Capital Cup in the amount of \$15, 000. Board Member Star seconded the motion. The Motion passed 6-0 with Board Member McLaughlin being absent.

iv) *Cedar Park Center In The Amount Of \$3,000.*

Duane Smith, Community Development and Tourism Manager advised The Board that the request for funds provides marketing assistance on The Cedar Park Center website.

MOTION: Board Member Storm made a motion to approve the proposal from The Cedar Park Center in the amount of \$3,000. Secretary Schoen seconded the motion. The Motion passed 6-0 with Board Member McLaughlin being absent.

v) *Austin Figure Skating Club (Bluebonnet Open) In The Amount Of \$10,000.*

Duane Smith, Community Development and Tourism Manager reminded The Board of the previous presentation made by Terry Arthur, Competition Chair for The Austin

Figure Skating Club (AFSC), provided The Board with an update on the recent Bluebonnet Open Figure Skating Competition. She noted that the event was successful and took place June 12th-15th at The Cedar Park Center. The competition is sponsored by AFSC but is governed by US Figure Skating rules, regulations and judging standards. She noted that the competition drew more than 350 competitors, 600 parents, family members and coaches as well as over 225 local and area hotel room nights. Arthur said they had provided several room blocks at local hotels and featured those as official host hotels. Most of the participants came from in-state, but most of the judges flew in from out-of-state. She advised that next year's date is still being negotiated with The Cedar Park Center.

MOTION: Secretary Schoen made a motion to approve the proposal from The Austin Figure Skating Club in the amount of \$10,000. Board Member Star seconded the motion. The Motion passed 6-0 with Board Member McLaughlin being absent.

- c) Consider 2014-2015 Budget Recommendations For City Council Consideration.

MOTION: Secretary Schoen made a motion to recommend the 2014-2015 Budget as described. Board Member Storm seconded the motion. The Motion passed unanimously 6-0, with Board Member McLaughlin being absent

G. Staff Reports - Discussion Only (None)

H. Consider Excused Absences From Tourism Advisory Board Meeting

- a) Rick McLaughlin From July 9, 2014 Special Called Tourism Board Meeting.

MOTION: Board Member Storm made a motion to excuse the absence of Rick McLaughlin from the July 9, 2014 Special Called Tourism Board Meeting. Secretary Schoen seconded the motion. The Motion passed unanimously 6-0, with Board Member McLaughlin being absent

I. Staff Closing Comments None

J. Board Members Closing Comments None

K. Request For Future Agenda Items None

Next Regular Scheduled Tourism Advisory Board Meeting: Tuesday, September 23, 2014 at 6:30 P.M. at the Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building Four.

- L. Adjournment.** Chairman Kirkland adjourned the meeting at 7:43pm.

PASSED AND APPROVED THIS ^{23rd} DAY OF SEPTEMBER ~~9th~~ DAY OF JULY 2014. (KK)


MEL KIRKLAND, Chair

ATTESTED BY:


ROBERT SCHOEN, Secretary